

New Era 100th Anniversary Fact Sheet

- The brand started as E. Koch Company in 1920 in Buffalo, NY
- E. Koch Company officially changes its name to New Era Cap Co. in 1922
- New Era has over 6,000 retail partners globally
- New Era sells an estimated 142 caps a minute globally*
- New Era has 1,230 employees globally
- The best-selling team is the NY Yankees, a relationship that dates back to the 1950s
- New Era Cap has nine core cap styles:

59FIFTY®

LOW PROFILE 59FIFTY®

9FIFTY®

39THIRTY®

9TWENTY®

9FORTY®

CASUAL CLASSIC

WOMEN'S 9TWENTY®

WOMEN'S 9FORTY®

- New Era started using numbers to identify styles in the 1950s, but the origin of the "59FIFTY®" remains a mystery.
- The most popular cap style is the iconic 59FIFTY®
- It takes 22 sets of hands to make a 59FIFTY®
- The New Era flag logo, which began appearing on caps in 1997, takes 857 stitches
- New Era holds over 500 licenses to produce headwear for entities including, but not limited to:

Major League Baseball

National Football League

National Basketball Association

Minor League Baseball

Baseball Canada

USA Baseball

Little League Baseball

USA Hockey

Canadian Football League

Collegiate Licensing Company

TaylorMade

Titleist

Marvel

DC Comics

Manchester United FC

New Era has 19 offices and facilities located around the world:

North America

- Buffalo, New York (World Headquarters)
- New York, New York
- Irvine, California
- Mississauga, Ontario, Canada
- Miami, Florida

International

- Australia / New Zealand: Melbourne
- Japan - Tokyo
- Mexico / LATAM - Mexico City
- South Korea - Seoul
- China - Shanghai
- EMEA - Milton Keynes, Cologne, Paris, Bologna, London, Barcelona
- APAC - Hong Kong
- Brazil - Sao Paulo

New Era has 35 Flagship Stores located around the world:

- (2) North America - Buffalo, NY & Los Angeles, CA
- (17) Japan
- (32) Mexico
- (6) Latin America
- (37) Brazil
- (61) South Korea
- (140) China
- (7) EMEA
- (83) APAC

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*Based off of an estimated 75 million caps sold globally in 2018